

ORDER



Orders
Order / Rev: 185426
Alt Order #:
Product Desc: Obama for America
Estimate: Est 1768 Sked A
Flight Dates: 09/13/12 - 09/17/12
Original Date / Rev: 09/12/12 / 09/12/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: GMMB Inc.
Buying Contact: Kristen Keuleman
Billing Contact:
 1010 Wisconsin Ave, NW
 Washington DC, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: President/Obama (D)
Demographic: A25-54
Product Codes: PL1-President
Priority: PREEMPTIBLE
Revenue Codes: POL, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: MAJ
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	41	\$17,075.00	\$14,513.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	41	\$17,075.00	\$14,513.75	0.00
Totals	41	\$17,075.00	\$14,513.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KMGH	20%	\$17,075.00
Market	100%	\$85,375.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBDI	0%	\$0.00
KCEC	0%	\$0.00
KCNC	20%	\$17,075.00
KDEN+	0%	\$0.00
KDVR+	15%	\$12,806.25
KFCT	0%	\$0.00
KMAS	0%	\$0.00
KPXC	0%	\$0.00
KRMA	0%	\$0.00
KRMT	0%	\$0.00
KTFD	0%	\$0.00
KTVB	10%	\$8,537.50
KUSA	35%	\$29,881.25
KWGN	0%	\$0.00
KWHD	0%	\$0.00
KZCO	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
----	----	-------	-----	----------------	-------	----------------	------	-----	-------	------	-----	-----	------	-------	--------

Order / Rev: 185426
 Alt Order #:
 Flight Dates: 09/13/12 - 09/17/12

Advertiser: President/Obama (D)
 Product Desc: Obama for America
 Estimate: Est 1768 Sked A

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	09/13/12	09/14/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	---TF--	:30	2	\$400.00	P3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--		2			\$400.00			0.00			
N 2	KMGH	09/17/12	09/17/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	M-----	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----		1			\$400.00			0.00			
N 3	KMGH	09/13/12	09/14/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	---TF--	:30	2	\$450.00	P3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--		2			\$450.00			0.00			
N 4	KMGH	09/17/12	09/17/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	M-----	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----		1			\$450.00			0.00			
N 5	KMGH	09/15/12	09/15/12	ABC GMA SAT GMA SAT	CA	Sat GMA 6A-7A	-----S-	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-		1			\$125.00			0.00			
N 6	KMGH	09/15/12	09/15/12	7-9a Sat Morning News 7-9a Sat Morning News	CA	7A-9A	-----S-	:30	1	\$225.00	P3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-		1			\$225.00			0.00			
N 7	KMGH	09/16/12	09/16/12	ABC GMA SUN GMA SUN	CA	Sun GMA 6A-7A	-----S	:30	1	\$100.00	P3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1			\$100.00			0.00			
N 8	KMGH	09/16/12	09/16/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A	-----S	:30	1	\$200.00	P3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1			\$200.00			0.00			
N 9	KMGH	09/16/12	09/16/12	THIS WEEK w/George This Week	CA	8A-9A	-----S	:30	1	\$575.00	P3	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1			\$575.00			0.00			
N 10	KMGH	09/16/12	09/16/12	9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS	CA	9A-10A	-----S	:30	1	\$225.00	P3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1			\$225.00			0.00			
N 11	KMGH	09/13/12	09/14/12	The View THE VIEW	CA	10A-11A	---TF--	:30	2	\$550.00	P3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--		2			\$550.00			0.00			
N 12	KMGH	09/17/12	09/17/12	The View THE VIEW	CA	10A-11A	M-----	:30	1	\$550.00	P3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----		1			\$550.00			0.00			
N 13	KMGH	09/13/12	09/14/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	---TF--	:30	2	\$250.00	P3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--		2			\$250.00			0.00			
N 14	KMGH	09/17/12	09/17/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	M-----	:30	1	\$250.00	P3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----		1			\$250.00			0.00			
N 15	KMGH	09/13/12	09/14/12	The CHEW The CHEW	CA	1157A-1P	---TF--	:30	2	\$200.00	P3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

Order / Rev: 185426
 Alt Order #:
 Flight Dates: 09/13/12 - 09/17/12

Advertiser: President/Obama (D)
 Product Desc: Obama for America
 Estimate: Est 1768 Sked A

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	KMGH	09/13/12	09/14/12	The CHEW The CHEW	CA	1157A-1P	---TF--	:30	2	\$200.00	P3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--					2	\$200.00		0.00			
N16	KMGH	09/17/12	09/17/12	The CHEW The CHEW	CA	1157A-1P	M-----	:30	1	\$200.00	P3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$200.00		0.00			
N17	KMGH	09/13/12	09/14/12	General Hospital General Hospital	CA	1P-2P	---TF--	:30	2	\$375.00	P3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--					2	\$375.00		0.00			
N18	KMGH	09/17/12	09/17/12	General Hospital General Hospital	CA	1P-2P	M-----	:30	1	\$375.00	P3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$375.00		0.00			
N19	KMGH	09/13/12	09/14/12	M-F 2-230pm M-F 2-230pm	CA	2-230pm	---TF--	:30	1	\$175.00	PREE	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--					1	\$175.00		0.00			
N20	KMGH	09/13/12	09/14/12	M-F 230-3pm M-F 230-3pm	CA	230-3p	---TF--	:30	1	\$175.00	PREE	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--					1	\$175.00		0.00			
N21	KMGH	09/17/12	09/17/12	M-F 2-230pm M-F 2-230pm	CA	2-230pm	M-----	:30	1	\$175.00	PREE	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$175.00		0.00			
N22	KMGH	09/15/12	09/15/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p	-----S-	:30	1	\$200.00	PREE	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$200.00		0.00			
N23	KMGH	09/16/12	09/16/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P	-----S	:30	1	\$200.00	PREE	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$200.00		0.00			
N24	KMGH	09/17/12	09/17/12	Country Music Festival Country Music Festival	CA	7P-10P	M-----	:30	1	\$1,600.00	PREE	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$1,600.00		0.00			
N25	KMGH	09/13/12	09/13/12	ABC Thurs A ABC Thurs A	CA	7P-8P	---T---	:30	1	\$1,800.00	P3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					1	\$1,800.00		0.00			
N26	KMGH	09/14/12	09/14/12	ABC Fri C ABC Fri C	CA	9P-10P	----F--	:30	1	\$775.00	PREE	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$775.00		0.00			
N27	KMGH	09/16/12	09/16/12	ABC Sun B ABC Sun B	CA	7P-8P	-----S	:30	1	\$775.00	PREE	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$775.00		0.00			
N28	KMGH	09/13/12	09/14/12	Nightline Nightline	CA	1037P-1103P	---TF--	:30	2	\$525.00	P3	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--					2	\$525.00		0.00			
N29	KMGH	09/17/12	09/17/12	Nightline Nightline	CA	1037P-1103P	M-----	:30	1	\$525.00	P3	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 185426
 Alt Order #:
 Flight Dates: 09/13/12 - 09/17/12

Advertiser: President/Obama (D)
 Product Desc: Obama for America
 Estimate: Est 1768 Sked A

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N29	KMGH	09/17/12	09/17/12	Nightline Nightline	CA	1037P-1103P	M-----	:30	1	\$525.00	P3	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$525.00		0.00			
N30	KMGH	09/15/12	09/15/12	10P NEWS - SAT 10P NEWS (SAT)	CA	10P-1037P	-----S-	:30	1	\$300.00	PREE	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$300.00		0.00			
N31	KMGH	09/13/12	09/16/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	---TF-S	:30	1	\$500.00	PREE	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF-S					1	\$500.00		0.00			
N32	KMGH	09/13/12	09/14/12	Jimmy Kimmel Jimmy Kimmel	CA	11:03P-12:07A	---TF--	:30	2	\$150.00	PREE	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--					2	\$150.00		0.00			
N33	KMGH	09/15/12	09/15/12	ABC College FB - Early ABC College FB - Early	CA	10A-130P	-----S-	:30	1	\$400.00	PREE	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$400.00		0.00			
Totals													41	\$17,075.00	